

Maille Antroff
Milda Maggio 2445

Corporate Volume Full
(Corporate program)

Direct mail to approx 4.3 million
competitive smokers ~~will be~~ ~~not~~ mailed

Dec 23 - 31

Pm's ~~for me~~

WES (2/27/91)



GIUSEPPE D'ALESSANDRO

ATT: Barbara Weinstein
Incremental Budget
of { 2.2M Cambridge
{ 1.1M Bristol
{ 0.5M Alpine

was approved on the
week of Dec. 20th, 91

Directed to Coupons for

maxi accounts to be

at retail end of year

Year end
Volume full
Program for Green brand
mark. ~~After~~

2045378588

2645378589

compos
from salts

ith Octr up
luggage

coupon date
11/19

2792

2/14/92

bounceback equation
app. 30

2045328590